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City of Salisbury Rolls Out Fiber to the Home Soft Launch as Scheduled on November 1

Activation of all Three Services to Beta Testers Underway with Installations Being Scheduled for Citizens Currently on Fibrant Waiting List

Salisbury, NC_November 1, 2010 – The City of Salisbury announced today that Fibrant, the city's Fiber to the Home utility, has rolled out its soft launch on schedule. Fibrant installers are currently activating TV, telephone, and Internet for beta testers with installations being scheduled for those citizens currently on the utility's waiting list. New subscribers may call 704-216-7567 or email info@fibrant.com to request Fibrant services and have their name added to the Fiber to the Home waiting list.

All areas of the City of Salisbury are currently wired for Fibrant services to offer citizens the fastest base internet speed in North Carolina. Bundles for the city's Fiber to the Home services start at \$67 a month for double-play and \$97 a month for triple-play. Mike Crowell, Director of Fibrant Services, offers that the utility "delivers fiber-optics with 4 HD streams directly to every home and business in Salisbury. In addition, customer service will be provided locally." Crowell adds that "Fibrant TV packages provide many more channels per tier than those provided by incumbents utilizing older technology. For example, Fibrant's Essential tier offers over 120 channels as compared to less than 80 channels offered by others." Fibrant TV also provides channels not currently carried elsewhere. Preferred channels include the NFL Network and Mid-Atlantic Sports Networks that offer viewing of Appalachian State and East Carolina televised sporting events. Crowell notes that the "Fibrant Essential TV package includes a digital video recorder (DVR) to users at no extra cost."

Fibrant Marketing Manager Len Clark notes that "Fibrant Phone Unlimited offers 17 standard calling features for one low price. Other providers charge additional fees for many of these same features." Clark further explains that all income from Fibrant will remain in Salisbury to be reinvested for the benefit of the community." Future plans for Fibrant include internet/TV integration, video-conferencing, high-speed gaming, and many other advanced services not possible through older technologies. "Fibrant's fiber optics give you an ultra-fast Internet connection, more options for high-definition TV, and super-clear digital phone service. Using light to transfer information, fiber offers the fastest method of communication on the planet."

To learn more about Fibrant, please visit us on the web at www.fibrant.com. The City of Salisbury is an equal opportunity employer with over 180 different job classifications and 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov . To

receive updates regarding local initiatives, meetings, programs, and events, please join the City of Salisbury's Facebook users group at www.salisburync.gov/facebook or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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